

ADVERTISING AS ENTERPRISE CORPORATE CULTURE REFLECTION

There are four types of corporate culture: forced, traditional, snobbish and innovative. The classification is based on the following criteria – a type of leadership, value standards, behavior models, motivation, control system and an attitude to work.

For a modern business environment an innovative corporate culture is the most effective. An organization with such a corporate culture always has a certain long-run strategy, clear for all workers. It possesses systems of an effective communication (internal and external, formal and informal), of personnel internal exchange, and a knowledge management system. Such an organization uses temporary staff groups for certain tasks, it can change very fast, so it very adaptive. Changes are a norm, because staff regularly increases the professional level, people are open for new ideas. The organization has a horizontal management system with a developed feed – back. The leader is of a “dolphin” type, directed to the panhuman values. People working at such organizations know well how their activity influences the environment at the moment and in the future, so it is possible to say that social responsibility of such an organization is very high. So the adverts are creative, contain real information and are directed to main human values. For example, adverts of large corporations producing sportive clothes, showing disabled people or problem children getting sport success.

Traditional corporate culture is characterized by a managers hierarchy. It develops very slowly, professional level increasing is under regulation. Management feed –back is very weak. The adverts are usually of a low quality, sometimes they contain unchecked information.

A forced corporate culture is one of the most widespread, it can't exist by itself, usually it is a part of other corporate cultures. Its representatives work at the firm, because they have to for a score of reasons. It's very difficult to motivate such staff because of inactivity.

A snobbish corporate culture is characterized by a dynamic structure, the staff is interested in new ideas that can bring profit in future. The internal environment

is highly competitive. The leader is of a “shark” type, the main aim is a short – term extra profit, the staff is ready for changes and professional level increasing. Their adverts are of a very high quality, very often contain misleading information.